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M. EEC LS

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PHILIP MORRIS

EEC REGION

BRILLANCOURT

1201 LAUSANNE

INTER-OFFICE CORRESPONDENCE

L. Meyer

To: A. Buzzl
From: E. de Borst
Subject: REYNOLDS - Smoking Evaluation

Date: January 28, 1987
C.C.: M. Bourlas
S. Darrah
M. Häusermann
E. Koch
L. Peuckert

cc: JAG ✓
GV
PHU

Type : Pseudo American Blend

Taste : First puffs rather flat. Increasing sharpness, mouth response and tobacco aroma towards the end. Not very uniform taste pattern. Increasing astringent, unripe mouth coating sensation. More brightness in the beginning, darker towards the end.

Flavor : There is but not very volatile.

Strength : Low in the first puffs, to the expected level for the balance of the rod.

Defects : Subjective RTD to the high side in the first puffs. Taste is tending to saturation.

General : The taste profile is not uniform enough considering the technological approach. We noticed that in the first half of the cigarette the shreds are significantly longer than in the second half, which influences the density. The color aspect of the cut rag inside the rod is darker at the end which could explain the higher tobacco aroma tending to more Burley type character. By opening the pack and dry puffing the cigarette we noticed that the packaging material influences the aroma.

Best regards,


E. de Borst

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